

Statistics

Population (2003)

| | | | |
|---------|----------------|-----------|--------------------------------|
| Nevada: | 2,006,216 | metro | (0.8% of total U.S. metro) |
| | <u>234,938</u> | non-metro | (0.5% of total U.S. non-metro) |
| | 2,241,154 | total | |

| | | | |
|----------------|-------------------|-----------|--|
| United States: | 241,395,996 | metro | |
| | <u>49,413,781</u> | non-metro | |
| | 290,809,777 | total | |

Farm-Related Employment (2000)

| | | |
|----------------|-----------------|------------------------------------|
| Nevada: | 136,675 jobs | (11.1% of total Nevada employment) |
| United States: | 25,834,574 jobs | (14.9% of total U.S. employment) |

Number of Farms (2002)

| | | |
|----------------|-----------|-----------------------------|
| Nevada: | 2,989 | (0.14% of total U.S. farms) |
| United States: | 2,128,982 | |

Average Farm Size (2002)

| | |
|----------------|-------|
| Nevada: | 2,118 |
| | acres |
| United States: | 441 |
| | acres |

Market Value of Agricultural Products Sold (2002)

| | |
|----------------|-----------------|
| Nevada: | \$447.0 million |
| United States: | \$200.6 billion |

Rank among all States in market value of agricultural products sold (2002): #46

Top 5 Agricultural Commodities (2002)

| Commodity | Value of receipts (thousand \$) | Percent of U.S. value |
|--------------------|---------------------------------|-----------------------|
| Cattle and calves | 142,471 | 0.4 |
| Hay | 89,291 | 1.9 |
| Dairy products | 51,253 | 0.2 |
| Onions | 24,024 | 3.1 |
| Greenhouse/nursery | 15,600 | 0.1 |

Value of Agricultural Products Sold Directly to Consumers (2002)

Nevada: \$1.6 million
United States: \$812.2 million

Farmers Markets (2004)

Nevada: 16
United States: 3,617

Market Value of Certified Organic Commodities (2002)*

Nevada: \$3.6 million
United States: \$392.8 million

*(Data may not reflect actual industry growth after Oct. 2002 implementation of USDA National Organic Program.)

Certified Organic Acreage (2001)

Nevada: 1,954 acres
United States: 2,343,857 acres

USDA-Accredited Organic Certifying Agents (2005)

Based in Nevada: 1
Total: 96

Marketing Products and Services

Specific to Nevada

AMS Staff Member Speaks at Aquaculture Conference

In February 2006, AMS personnel spoke on "The development of organic production standards for aquaculture" at the annual conference of the World Aquaculture Society,

Aquaculture America 2006, in Las Vegas. A breakout session was devoted to organic aquaculture.

Federal-State Marketing Improvement Program (FSMIP) Grants

FSMIP provides matching funds to State Departments of Agriculture and other appropriate State agencies to assist in exploring new market opportunities for food and agricultural products, and to encourage research and innovation aimed at improving the efficiency and performance of the marketing system.

- In 2004, \$19,100 was awarded to the Nevada Department of Agriculture, in cooperation with the University of Nevada and the Nevada Association of Counties, to survey Nevada growers and restaurants catering to the tourist trade, and explore ways to foster use of locally grown agricultural products.

General Interest

New Farm-to-School Marketing Publication

Eat Smart—Farm Fresh! A Guide to Buying and Serving Locally-Grown Produce in School Meals was published in December 2005 by the Food and Nutrition Service (FNS) of USDA. The publication, which helps school lunch programs find locally-grown produce, was developed by a multiagency task force that included an agricultural marketing specialist from AMS, four child nutrition specialists from FNS, and the Community Food Security Coalition, a non-profit organization.

Farm-to-School Report

How Local Farmers and School Food Service Buyers Are Building Alliances helps small farmers and school food service buyers explore how they might establish direct marketing linkages.

Marketing via the Internet

How to Direct Market Farm Products on the Internet is designed to help small/medium-sized agricultural producers better develop Internet-based sales transactions by recommending effective methods for reaching and retaining customers.

Trends in Farmers Markets

U.S. Farmers Markets—2000: A Study of Emerging Trends assesses the importance of farmers markets as a distribution channel for farm products, documents the recent growth in farmers markets operations, and provides an updated profile of management, operations, and merchandising at farmers markets.

Market Research on Small Meat Processors

Enhancing Commercial Food Service Sales by Small Meat Processing Firms, published by AMS in cooperation with Texas A&M University, determines potential areas of competitive advantage for smaller scale meat manufacturing firms in supplying local restaurants and other local commercial food service accounts.